

## ABSTRACT

The invention relates to a semi-hard magnetic material having rectangular hysteresis loop and superior magnetization steepness and a method of producing a bias material preferably used for a magnetic marker. This method comprises the steps of preparing a multilayer clad material in which layers "A" each containing Fe as the main component thereof and layers "B" containing as the main component thereof a Cu group metal are diffusion-bonded, heating the multilayer clad material, subjecting the material to a dividing treatment, and applying cold working thereto. By this method, it becomes possible to obtain the semi-hard magnetic material having high squareness ratio and superior magnetization steepness, and to obtain the bias material for the magnetic marker.